



For Immediate Release

Contact: Lisa Davis, Sony Corporation of America; 212-833-6033;  
[Lisa\\_Davis@sonyusa.com](mailto:Lisa_Davis@sonyusa.com)

**Celebrate “Wonderween” on Halloween at the  
Sony Wonder Technology Lab**

**NEW YORK (October 26, 2009)** – This Halloween, come join in the fun at the Sony Wonder Technology Lab’s annual “Wonderween” spectacular, a free Halloween celebration for children of all ages and their families on Saturday, October 31, from 11 a.m. to 4 p.m. Catch a monstrous movie, have some hauntingly hands-on fun, and go home with gobs of ghoulish goodies, while exploring the Lab’s four floors of interactive technology and entertainment exhibits.

Visitors to the event can enjoy free movie screenings in the Lab’s High Definition Theater, including *Dora’s Boo*, *Sesame Street: A Magical Halloween Adventure* and *Elmo says Boo*. Tickets will be distributed to guests 30 minutes prior to each screening and space is limited. Guests will also be entered into a special raffle to win an assortment of DVDs, toys and more.

A variety of free Halloween-themed arts and crafts workshops, including *Bat Fliers*, *Mask Making* and *Face Painting* round out the activities. At the end of the event, children will receive a bag of treats to take home, including coloring books, temporary tattoos, crayons and more.

“Wonderween is a one-of-a-kind Halloween event that allows children, who we encourage to come in costume, to explore their spooky side,” said Karen Kelso, Executive Director of the Sony Wonder Technology Lab. “It promises to be a memorable and fun time for visitors of all ages, including those who may be experiencing Halloween for the very first time.”

In addition to Wonderween, guests are also encouraged to explore the array of interactive exhibits throughout the Lab, including *Virtual Surgery*, *Dance Motion Capture*, the *Interactive Floor* and more.

Tickets for Wonderween will be available on a first come, first served basis at the entrance to the museum beginning at 10 a.m. on Saturday, October 31.

**The Sony Wonder Technology Lab (“SWTL”)** is a free, four-story, interactive technology and entertainment museum for all ages. Located in mid-town Manhattan, SWTL inspires creativity in a high-quality, engaging, and family-friendly learning environment. By inviting visitors to experience the latest technologies in a hands-on setting, SWTL nurtures curiosity while awakening visitors to their own talent and potential. Through its permanent exhibits and innovative programs, including Sci-Tech workshops, ongoing screenings and associations with well-respected local non-profit and educational institutions, SWTL aims to educate and cultivate the next generation of leaders in media, science, technology and the arts. The Sony Wonder Technology Lab is open to the public Tuesdays through Saturdays, from 10:00 a.m. to 5:00 p.m., and Sundays, from 12:00 p.m. to 5:00 p.m. For more information, visit [www.sonywondertechlab.com](http://www.sonywondertechlab.com).

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